

## Message Text

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ACTION AF-08

INFO OCT-01 EUR-12 NEA-10 ISO-00 CIAE-00 EB-07 INR-07  
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R 131750Z DEC 76  
FM AMEMBASSY DAKAR  
TO SECSTATE WASHDC 7574  
USDOC WASHDC  
INFO AMEMBASSY ABIDJAN  
AMEMBASSY ACCRA  
AMEMBASSY BAMAKO  
AMEMBASSY COTONOU  
AMEMBASSY CONAKRY  
AMEMBASSY FREETOWN  
AMEMBASSY KINSHASA  
AMEMBASSY LAGOS  
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AMEMBASSY MONROVIA  
AMEMBASSY NIAMEY  
AMEMBASSY NOUAKCHOTT  
AMEMBASSY OUAGADOUGOU  
AMEMBASSY PARIS  
AMEMBASSY RABAT  
AMEMBASSY YAOUNDE  
AMEMBASSY BISSA

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E.O. 11652: N/A  
TAGS: BEXP, SG  
SUBJECT: SECOND INTERNATIONAL TRADE FAIR OF DAKAR

1. SUMMARY. SECOND INTERNATIONAL TRADE FAIR OF DAKAR CAME  
TO AN END DECEMBER 13 IN FESTIVE, COUNTRY FAIR ATMOSPHERE  
WHICH CHARACTERIZED IT FROM BEGINNING. MOST EXHIBITORS FROM  
AROUND WORLD - BOTH PRIVATE OR OFFICIAL - DID NOT COME WITH  
HIGH EXPECTATIONS FOR IMMEDIATE COMMERCIAL RESULTS, BUT  
RATHER SOUGHT PUBLIC RELATIONS IMPACT BY THEIR PRESENCE;  
BY THIS STANDARD, MOST SEEM PLEASED WITH RESULTS,  
DESPITE SOME COMPLAINTS AGAINST FAIR ADMINISTRATION.

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AUDIO-VISUAL/GRAPHIC PRESENTATIONS MORE COMMON THAN EQUIPMENT

DISPLAYS, AND ARAB PAVILIONS RECEIVED MOST FAVORABLE COMMENTS. GOS APPEARS VERY SATISFIED WITH FAIR AND WASHINGTON AGENCIES SHOULD ANTICIPATE RECEIVING INVITATION TO NEXT DAKAR FAIR, NOVEMBER 24 THROUGH DECEMBER 10, 1978. END SUMMARY.

2. MORE THAN 500,000 VISITORS (OFFICIAL PRESS ESTIMATES ONE MILLION) FILED THROUGH SECOND INTERNATIONAL FAIR OF DAKAR BETWEEN ITS OPENING DECEMBER 3 BY PRESIDENT SENGHOR AND HIGH GOS OFFICIALS AND CLOSING ON DECEMBER 12. LARGE CROWDS, FOLKLORE PRESENTATIONS AND ECLIPSE OF SERIOUS BUSINESSMEN BY MORE NUMEROUS LITERATURE COLLECTORS AND SIGHTSEERS, COMBINED TO GIVE EVENT FESTIVE ATMOSPHERE MORE CHARACTERISTIC OF COUNTY FAIR THAN SPECIALIZED COMMERCIAL EVENT.

3. SUCCESS OF HIGH LEVEL GOS DRIVE TO ELICIT MAXIMUM OFFICIAL PARTICIPATION IS SHOWN BY RISE IN NUMBER OF FOREIGN GOVERNMENT PAVILIONS FROM 44 IN 1974 TO 55 THIS YEAR. ALL MEMBERS OF EMBRYONIC ECONOMIC COMMUNITY OF WEST AFRICAN STATES (ECOWAS) PARTICIPATED EXCEPT FOR LIBERIA, BENIN, GUINEA-CONAKRY AND NIGERIA (LAST BEING MOST NOTED EXCEPTION). ZAIRE HAD ONE OF LARGEST EXHIBITS, STRESSING ACHIEVEMENTS NATIONAL MINING, POWER AND COMMODITY TRADING CORPORATIONS. AFRICAN PRESENCE FILLED OUT BY EXHIBITS MARUITIUS, BURUNDI, MALAWI, ETHIOPIA AND CENTRAL AFRICAN EMPIRE. BRAZIL WAS SOLE LATIN AMERICAN PARTICIPANT, AND SIZE OF ITS PAVILION MUCH REDUCED FROM INTENSIVE 1974 EFFORT WHEN IT OCCUPIED ENTIRE BUILDING. AMONG ASIANS, PEOPLES' REPUBLIC OF CHINA WAS ABSENT ALTHOUGH ITS 1974 EXHIBIT IS REMEMBERED AS AMONG MOST ATTRACTIVE OF THAT FAIR. INDIA HAD LARGE EXHIBIT, NORTH AND SOUTH KOREA COMPETED TO MAXIMIZE PR COVERAGE, WHILE JAPAN LIMITED ITSELF TO SMALL INFORMATION OFFICE. MAGHREB/ARAB/NEAR EAST COUNTRIES AS GROUP HAD HIGH QUALITY EXHIBITS. MOROCCO HAD PERHAPS SINGLE MOST ELEGANT AND GRACEFUL NATIONAL PAVILION: MOORISH ARCHITECTURE AND TILED FOUNTAINS FRAMING A COLLECTION OF MANUFACTURED AND ARTISONAL PRODUCTS. ALGERIA, TUNISIA, IRAN, KUWAIT, QATAR, LIBYA, IRAN, SYRIA AND SAUDI ARABIA HAD WELL DESIGNED AND ATTRACTIVE EXHIBITS OF COMMODITIES, INDUSTRIAL PRODUCTS AND TOURIST ATTRACTIONS. SAUDIS WERE ONLY PARTICIPATING COUNTRY WHICH HAD SPECIALLY CONSTRUCTED FREE-STANDING BUILDING (WITH UNIQUELY ARAB MOTIF) OUTSIDE EXHIBITION PAVILIONS. EVEN PLO HAD SMALL INFORMATION OFFICE.

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4. USSR, BULGARIA AND ROMANIA EXHIBITED FROM COMECON (YUGOSLAVIA NOTABLY DID NOT). SOVIET EXHIBIT WAS LARGEST OF THREE, CONCENTRATING ON TEXTILES, CONSUMER GOODS, CARS AND LITERATURE. FROM EC, FRANCE, WEST GERMANY HAD MANUFACTURED GOODS ON DISPLAY, ITALY, UK, BELGIUM AND NETHERLANDS HAD INFORMATIONAL-PUBLICITY DISPLAYS. CANADA HAD LARGE, ATTRACTIVE PAVILION FACING THAT OF US, ALTHOUGH IT DISPLAYED ONLY LIMITED NUMBER OF GOODS WHICH DID NOT

ARRIVE UNTIL FAIR ALREADY IN PROGRESS.

5. UNIDO, WORKING WITH CEAO AND EUROPEAN COMMUNITY INVESTMENT OFFICES, SPONSORED 'INVESTORS FORUM' AT WHICH OFFICIALS FROM SIX CEAO MEMBER COUNTRIES PRESENTED VARIOUS INDUSTRIAL PROJECTS TO POTENTIAL EUROPEAN FINANCIERS AND INVESTORS. MANY ATTENDEES CONSIDERED THIS FORUM ONE OF MOST USEFUL EVENTS OF FAIR IN TERMS OF ESTABLISHING MEANINGFUL CONTACTS.

6. MANY EXHIBITORS HAD LIST OF COMPLAINTS AGAINST MIXED PUBLIC/PRIVATE FAIR ADMINISTRATION KNOWN AS SOFIDAK. A SAMPLING: LONG HOURS; NON-ENFORCEMENT OF MORNING "BUSINESS ONLY" HOURS; INADEQUATE RESTAURANT, SANITARY AND COMMUNICATIONS FACILITIES; CONFUSED PARKING REGULATIONS; CUSTOMS HANGUPS; HIGH COSTS OF ALL SERVICES; LACK OF INFORMATION AND INVITATIONS TO OFFICIAL EVENTS; POOR CROWD CONTROL. MANY OF THESE PROBLEMS STEM FROM INADEQUATE COORDINATION BETWEEN SOFIDAK AND GOVERNMENT AGENCIES SUCH AS CUSTOMS, POLICE OR POST-TELECOMMUNICATIONS. EMBOFFS AND EXHIBIT DIRECTOR FOUND SOFIDAK OPEN, WILLING TO HELP, BUT OFTEN OVERWORKED AND FACED WITH PROBLEMS NOT ENTIRELY UNDER THEIR CONTROL.

7. IMPRESSIONS OF GOS AND EXHIBITORS CONCERNING RESULTS OF FAIR ARE SOMEWHAT DIVERGENT. MOST EXHIBITORS, PUBLIC OR PRIVATE, CAME WITH MINIMAL COMMERCIAL EXPECTATIONS, BUT RATHER TO BOLSTER THEIR RECOGNITION FACTOR WITH GOS AND SENEGALESE PUBLIC, OR SIMPLY TO BE RESPONSIVE TO HIGH LEVEL GOS INVITATION. AMONG FOREIGN EXHIBITORS,

INEXPENSIVE INFORMATION DISPLAYS WERE USED MORE OFTEN THAN COSTLY EQUIPMENT DISPLAYS. SUBSTANTIAL IMMEDIATE COMMERCIAL RESULTS WERE THUS NOT RPT NOT EXPECTED, AND MOST EXHIBITORS CONTACTED BY EMBOFFS SEEM SATISFIED WITH RESULTS. GOS ATTACHED GREAT IMPORTANCE TO FAIR, EVIDENCED BY INTENSIVE MEDIA COVERAGE AND PRESENCE OF MINISTERS AT OFFICIAL RECEPTIONS. OFFICIAL VIEW LIMITED OFFICIAL USE

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AS EXPRESSED IN SEMI-OFFICIAL LE SOLEIL IS THAT FAIR WAS AFFIRMATION OF SENEGAL'S ROLE AS AFRICAN COMMERCIAL CENTER AND MEETING PLACE; THAT OPPORTUNITY FOR SENEGALESE PUBLIC TO BECOME ACQUAINTED WITH MODERN TECHNOLOGY AND ACHIEVEMENTS OF OTHER COUNTRIES WAS VALUABLE CULTURAL BENEFIT OF FAIR; AND THAT, ALL THINGS CONSIDERED, FAIR WAS BOTH COMMERCIAL AND CULTURAL SUCCESS.

8. DATES FOR 1978 FAIR HAVE ALREADY BEEN SET (NOVEMBER 24-DECEMBER 19) AND USG WILL CERTAINLY BE INVITED TO PARTICIPATE. ASIDE FROM POLITICAL/COMMERCIAL VALUE OF FAIR TO GOS, DAKAR INTERNATIONAL FAIR CENTER COST \$20 MILLION TO BUILD IN 1974 AND REQUIRES \$2 MILLION IN ANNUAL OPERATING COSTS, AND GOS UNDERSTANDABLY SEEKS TO PUT FACILITY TO USE.

9. USDOC EXHIBIT DIRECTOR PREPARING SEPARATE CABLE ON RESULTS

US EXHIBIT.

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